

FLAMING OIL KILLS FOUR.

CHICAGO, Jan. 17.—Four men were killed, nine probably fatally injured and several severely burned by flaming crude oil here when a still at the Sinclair Oil company's refinery in East Chicago exploded.

NEW PASTOR ARRIVES.

PADUCAH, Ky., Jan. 17. (Sp.)—To fill the pulpit of the Kentucky Avenue Presbyterian church of this city the Rev. J. Russell Crawford, of Pikeville, Ky., will arrive in Paducah at an early date. The call to the church was extended him a short time ago.

Service

What word in the commercial vocabulary of the English language is more abused than Service?

Service can mean much—more frequently, these days, it means little, and this is particularly true in the automobile business.

We would impress on your mind that our interest in you does not end with a sale.

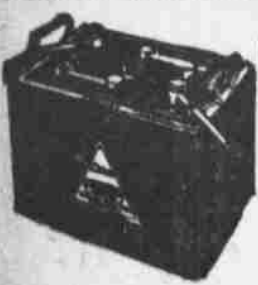
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Columbia

A service to motorists that means all the word implies. However, regardless of the make of your battery you'll get real service from us—personal attention—for we strive to emulate COLUMBIA performance.

Memphis Battery Service Station

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Save the Service Brake By Braking With Motor

(Editor's Note—Herewith we reproduce a most timely article from the Buick Bulletin. We believe that it carries a message of importance to every motorist.)

BY E. T. STRONG,
General Sales Manager Buick Motor Co.

Suppose you are waiting on a downtown corner in any large city for a chance to cross the street. Motor cars are rushing by in an unbroken stream. Suddenly the traffic officer blows his whistle. What do you hear? The blare of the whistle is drowned in the screaming of brakes and the scraping of tires on the dry pavement. There is nothing unusual in that, you say.

Unfortunately, there isn't because at least 50 per cent of our 6,000,000 and more automobile drivers handle their cars that way. They drive with their brakes. They let the safety of their cars rest entirely on the serviceability of their brakes. They do not believe there is any need of preparing to stop before conditions actually require the slamming on of brakes.

Not so many years ago public opinion declared a man a good driver when he could speed up to a jam in the brakes and bring the car to a stop in a very short distance. In fact, this sort of "braking power" was supposed to be a test as to the worth of an automobile.

This idea of good driving still prevails to some extent.

In the words of people whose judgments are generally accepted as true by those we call sensible, a good driver is one who has his car under control at all times. He is cautious in whatever he does that he may not endanger the safety of pedestrians, other motorists, or his own car.

It naturally arises, then, that a man who drives with his brakes is not a good driver. This may seem like a strange statement, but an analysis will clear up any doubt in this regard.

Why Cars Have Brakes.

Every automobile manufacturer realizes that it is just as important to stop a car as it is to start it. With the average driver, brakes receive more wear than any other part of the car. And for this reason, engineers pay a great deal of attention to the design and material in brakes.

Most cars are equipped with two sets of brakes which operate on drums bolted to the rear wheels. Successful car manufacturers have worked out the proper friction area and the correct lining material to insure positive action.

Because they are efficient, however, the average driver gets into the habit of bringing his car to dead stop with them nine times out of ten. Because they are convenient, he subjects his service brakes to unnecessary wear and abuse. If the friction surfaces were twice the approved size, he would want to stop in half the ordinary distance.

And because his brakes are usually dependable, he trusts them to answer his call in rounding corners, crossing streets, passing other cars, or crossing railroad crossings. He is simply living the car with his brakes.

He does not have his car under control at all times. He imperils pedestrians.

hills wholly with his brakes. He ruins his tires and often causes damage to many of the working parts of his car. Notice the long add marks on the pavements, the cars in service stations waiting for brake linings and cars along the curb with broken wheels.

What Is the Answer.

Our constructive criticism is this: Secure all the assistance possible from your motor as a brake in bringing the car to a stop or in going down hills. To the common-sense driver there is nothing startling in this advice. He has discovered for himself that it is the safe and satisfactory way to control a motor car. He has found that it makes driving a real pleasure.

It is just as logical for the motor to stop a motor car as to propel it. In one case, with a throttle open, the explosion within the cylinders is used to drive the rear wheels; in the other, compression offers a resistance against the pistons which carried through the transmission retards the movement of the wheels.

Virtually every motorist understands this principle. The point is, however, he fails to apply it in his driving. The driver who uses his motor in this manner will call on his brakes less than one-quarter as often as the driver who depends on his brakes entirely. He will drive easier and skid less.

The correct way to use the motor as a brake is first to place the hand throttle in a position so that the motor turns over slowly. Then use the accelerator for driving. If you are going down a grade, merely take your foot off the accelerator and the motor set at a safe speed will hold the car back. If you see that the grade is likely to be very steep, shift to second or first speed as the grade may require before starting down.

Never take the clutch out when actually driving down hill. To do so may mean absolute loss of control. Neither is it advisable to shut off the spark completely, as it is better to have the engine running so as to have power available in case of emergency.

Take Things Easy.

In city driving, take things easy. Do not drive fast between blocks and jam the brakes on hard at the corners. You gain very little time. Let the motors slow the car down gradually and smoothly before applying the brakes and, then, do not put more pressure on the brakes than is necessary to stop at the proper point. There is positively no sense, except in rare cases, in locking the brakes so tightly as to slide the rear tires on dry pavement.

Consider, for instance, the engineer on any of our fast passenger trains. Does he rush his train almost to the station door before shutting off steam and then slamming on the brakes? The proper care of property and the comfort of passengers prohibit such practice.

As he enters the yard limits he begins to close the throttle and when he is still some distance from the station he applies the brakes, easily and smoothly. The train pulls in and comes to an easy stop.

The practice should be adopted by motorists. True comfort and economy should demand it. When you know that you will be required to lessen your speed make preparations a safe distance away. Let the motor do the work of stopping as well as starting.

If you have ever toured over mountain roads you will understand what it really means to drive with the motor as a brake. There is that satisfaction in knowing that the motor will hold your car when going down long grades, that you have control of your car. There is no worry about brake linings burning out.

What Is Motor Braking?

If driving with the motor for power and brakes should do nothing more than make motoring a greater pleasure for you it surely is worth while. But, incidental to the increased comfort, you will find that your tires wear longer. And you will find that less attention is needed in keeping the brakes in order for emergency use.

The constant setting of brakes will in time ruin the most scientific and well-manufactured brake linings. Even metal would wear away under the pressure some drivers force their brakes to stand. And, in addition, the frequent jamming on of brakes places an unusual strain on the entire brake mechanism.

Besides the added pleasure and the saving in tires and repairs this same method of driving with the motor as a brake will mean greater safety for pedestrians and other motorists. No one has a better right than the man on the street to know what the automobile driver is going to do. It is not beyond reason for the pedestrian to expect the motorist to show some signs of slowing down when approaching a corner.

Brakes are important. There is no question about that. But because they are efficient and convenient they are used altogether too much. The good driver will keep his car under control at all times because he realizes that it is his duty to himself as well as to the other fellow.

The proper car for the gentleman. Superfine, aristocratic, built to last and please. The Templar. adv.

VIRGINIAN KILLED.

WASHINGTON, Jan. 17.—Private Wendell O. Dickerson, 21, F. T. Williams, Va., as killed in action, was included in the casualty list issued today.



WASHING AND POLISHING

Of course you want the BEST for your money. We know our work will bring you back.

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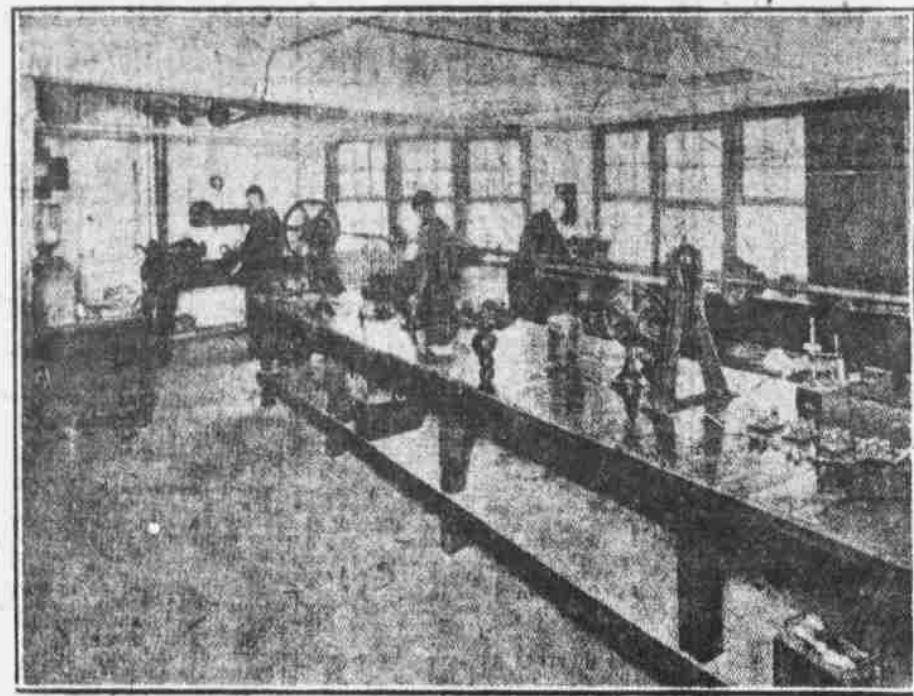
Safe Milk For Infants and Invalids. No Cooking. A Nutritious Diet for All Ages. Quick Lunch at Home or Office. Avoid Imitations and Substitutes.



POWER!

Generators—Starters—Magnetos

We wish to announce the equipping of our electrical department for repairs of all kinds on all makes of starters, generators and magnetos. Ours is the most elaborately equipped shop south of Chicago. Our mechanics have been thoroughly trained in the big electrical factories. Bosch magnetos installed on any make car.



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Mail Plane Held For Antitoxin To Save Three Lives

CHICAGO, Jan. 17.—The United States aerial mail plane to New York was delayed this morning to wait for a package of antitoxin, rushed by automobile from the University of Illinois at Urbana, and which is urgently needed at the Fordham hospital for treatment of three cases of food poisoning.

The call for the antitoxin was received at Urbana at 1 o'clock this morning in a message which said the package must be in New York in less than 24 hours or it would be too late. Because trains do not make the trip quickly enough, it was suggested the antitoxin be forwarded by airplane.

Two girls in New York, whose parents and two brothers died after eating tainted olives, and a youth who also was stricken, can escape death only by the use of the antitoxin, attending physicians believed.

STARK TO DOUBLE PLANT'S CAPACITY

More than \$250,000 is to be spent by James E. Stark & Co., Inc., in the remodeling of the company's hardwood lumber mill on Central street and the Illinois Central belt line. The effect will be the doubling of the capacity of the plant. The new improvement will include a new band mill with capacity of from 60,000 to 75,000 feet a day and an increase in the capacity of the veneer plant from 40,000 to 75,000 feet per day.

RETIRING SHERIFF MADE GOOD RECORD

CORINTH, Miss., Jan. 17. (Sp.)—The final settlement of the retiring sheriff, W. L. Madden, with the state and county occurred today, and it made a double record for tax collections. It showed \$148,433.34 for December; also the largest amount collected for any one year, 1930—\$186,525.75.

TUNICA COURTHOUSE DESTROYED BY FIRE

TUNICA, Miss., Jan. 17. (Sp.)—The county courthouse here was burned to the ground at 3 a.m. today. The records of value were stored in the vault and it is believed they have not been destroyed. The origin of the fire is not known.

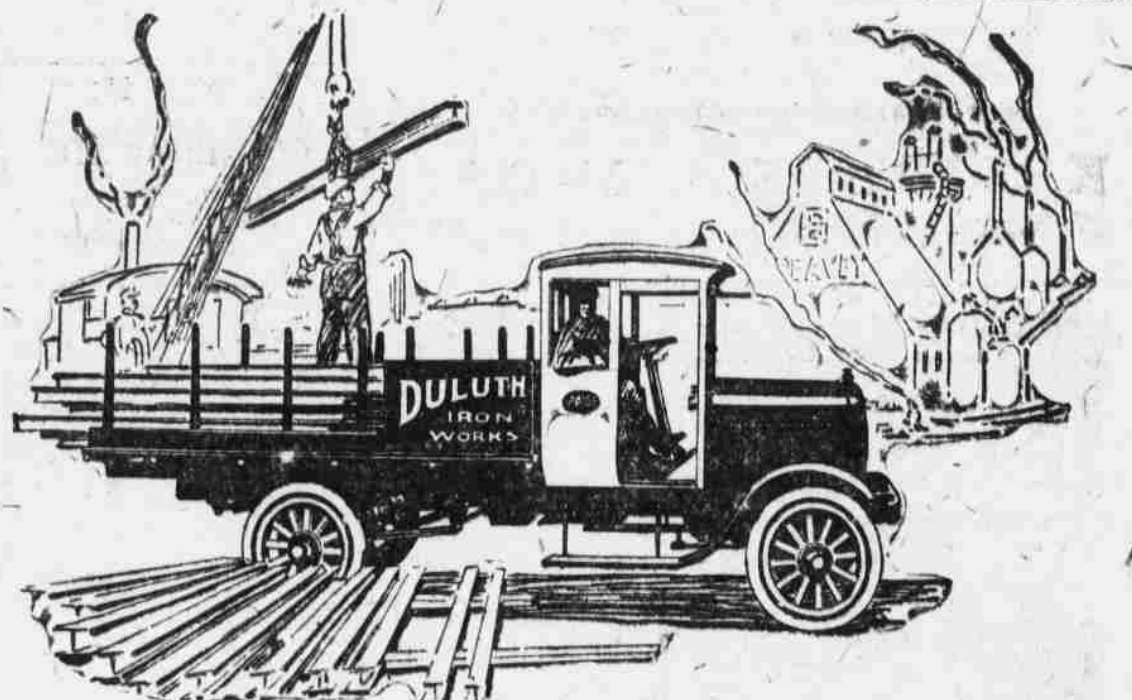
FILE SUIT FOR 100 PER CENT ASSESSMENT

LITTLE ROCK, Ark., Jan. 17. (Sp.)—Mayor E. C. Jones today filed a suit for the purpose of forcing the city to pay a 100 per cent assessment. The suit is the first time a city or county ever requested such a suit, although similar ones have been upheld by the federal courts.

DR. KNAPP ARRIVES.

PAVETT EXVILLE, Ark., Jan. 17. (Sp.)—Dr. Bradford Knapp, now dean of the College of Agriculture of the University of Arkansas, for the last five years chief of the office of extension in the South, arrived here for duty Thursday, Jan. 15.

Dr. Knapp, in a statement, told of his plans for immediate work, and of the ultimate gain he hoped for. All farmers and farmers' organizations in Arkansas were called upon to co-operate with Dr. Knapp's forces in developing the chief source of productivity of the state—agriculture.



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Motor trucks are judged today on quite a different basis from that which once prevailed. The choice of a motor truck now depends principally upon the character of the maker who stands behind it.

For ten years Paige, as an institution, has stood sponsor for motor vehicles of unquestioned excellence. It is not strange, therefore, that there has been engendered in the public mind a confidence and respect which places the Paige truck above such considerations as details of manufacture and the cheapness of purchase price.

PAIGE-DETROIT MOTOR CAR COMPANY, DETROIT

PAIGE CO. OF MEMPHIS, Inc.

263 Madison Ave.

Phone Main 2703.

Dividend Notice To the Stockholders of The Peplax Medicine Co.

At a meeting of the board of directors, held in the office of the Peplax Medicine Co., Monday, Jan. 12, 1931, a dividend of 1 per cent per month was declared, payable to stockholders of record Jan. 12, 1931.

The Peplax Medicine Co.

FLU DEATHS INCREASE.

CHICAGO, Jan. 17.—Deaths from influenza and pneumonia in Chicago during the last 24 hours were double the number who died during the preceding 24 hours. Dr. John Dill Robertson, health commissioner, reported 62 new cases of influenza from which there were six deaths. There were 132 new cases of pneumonia and 25 deaths.

I. W. W.

The anarchist and the Storage Battery have the same slogan. The slogan of the anarchist is I. W. W., meaning I WON'T WORK.

The slogan of the Storage Battery is I. W. W., meaning I WANT WATER.

When you try to make the anarchist work or when you try to use your battery without water, you get the same result, STUBBORNNESS.

The U. S. Government will tend to the anarchist and if YOU will bring your battery to US we will take care of it.

STORAGE BATTERY SERVICE & SALES CO.

383 Monroe Avenue.

Phone Main 3883.

NEW WORLD'S RECORD IN SALE OF TOBACCO

LEXINGTON, Ky., Jan. 17.—A new world's record for the sale of loose leaf tobacco is believed to have been made on the Lexington market today, when 2,968 pounds of burley sold for an average of \$18.33 a hundred pounds. One basket sold for \$1.24 a pound. None of the others sold for less than one dollar a pound.



Overland 4 Touring, \$1045; Roadster, \$1045; Coupe, \$1125; Sedan, \$1175

Price of a. b. T. 1045, subject to change without notice

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